

Simonian A. Peculiarities of the use social networks in activities of public councils of Ukraine

The article is devoted to the study of the peculiarities of the use social networks in activities of public councils of Ukraine. The purpose of this article is to analyze the peculiarities of using social networks in the work of public councils of Ukraine and formulate proposals for improving the communication component of the activities of non-government institution.

This article explores the problematic issues of communication of public councils through social media, describes strategies for improving communication and suggests innovative tools that can be used by public councils for public relations, in particular, creating chatbots, microtargeting, using artificial intelligence for communication, and conducting online voting.

Defined in the scientific article, the tools in the future can promote more effective use of social networks by public councils, promote the creation of effective models, search for ways and methods for increasing the efficiency of communicating public councils with the public.

Key words: social networks, public council, microtrading, artificial intelligence, communication, public relations.